

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BEL1014 – ELECTRONIC COMMERCE
(All sections / Groups)

4 MARCH 2016
3.00 p.m. – 5.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (excluding cover page).
2. This question paper consists of 4 essay questions.
3. Please answer all questions.
4. Please write your answer in answer booklet

Answer all questions.

Question 1

Explain the following terms giving examples where appropriate.

I. Web 2.0	(5 marks)
II. Private Industry Network	(5 marks)
III. Domain Name	(5 marks)
IV. Packet Switching	(5 marks)
V. Transaction Costs	(5 marks)
VI. Cookies	(5 marks)
VII. XML	(5 marks)
VIII. P2P Architecture	(5 marks)
(Total 40 marks)	

Question 2

a) Google Glass is a headset that is worn like a pair of eyeglasses. Google Glass displayed information on the glasses through hands-free format. Wearers communicated with the Internet via natural language voice commands through the glasses. Propose an innovative business application for Google Glass. Describe the details of the proposed business application and environment it is to be used, as well as the benefits of the proposed business application. (5 marks)

b) Discuss the components of the business model, particularly the value proposition. (10 marks)

c) Discuss the technical and business weaknesses and limitations of the proposed business application. (5 marks)
(Total: 20 marks)

Question 3

You are the Marketing Director for Godiva.com, a company selling premium chocolate online and through traditional outlets. You realized that currently your company is suffering a drop in revenue. In order to overcome this drop in revenue, describe how you are going to remarket your company giving at least FIVE recommendations. (Total 20 marks)

Continued...

Question 4

New technologies are often disrupting existing businesses but existing companies often ignore disruptive technologies until it is too late. An example could be Whatsapp services disrupting the SMS services of existing telecommunication companies.

- a) Explain the tendency for existing businesses to ignore disruptive technologies
(5 marks)
- b) Discuss at least 3 strategies that telecommunication companies like Digi and Maxis companies could adopt to counter these disruptive technologies. (5 marks)
- c) Explain what is jobs-to-be-done theory using the illustration of “hiring” a milk shake. What jobs-to-be-done when people subscribe to Digi or Maxis prepaid?
(10 marks)

(Total 20 marks)

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